

COMMUNITY EVENTS FUNDING REQUEST

Due: February 14, 2013

Event Name: Tigard Festival of Balloons
Address: 19600 SW Cipole Rd.
City, State, Zip: Tualatin, OR. 97062
Contact Name: Cindy Padilla / Dave Nicoli
Telephone Number: 503.612.8204
E-mail address: cpadilla@dpnicoli.com

1. Request (express in whole dollar amounts only)

Cash - See Attached Letter \$20,000.⁰⁰

In-Kind Services-hours (use of City property, City staff support, etc. Please explain the services requested on a separate sheet) \$65,000.⁰⁰

Total Request \$90,000.⁰⁰

2. Purpose of Funding Request: In order to produce the Festival each year, we require cash sponsorships and in-kind services in order to help offset expenses.

3. How will this event benefit the Tigard Community?

This event provides the city with a positive and safe community event that helps many vital non-profits and schools in Tigard raise money and promote local commerce.

4. How many Tigard residents do you anticipate participating in this event (or these events)?

Approximately 20,000

5. Please submit the following information with this request:

- Most recent annual budget compared with the prior year's actual revenues and expenditures. The Budget should identify the period to which it applies, beginning and ending balances, major revenue sources, major expenditure categories, and number of authorized positions.
- Audit report or financial statements for the last fiscal year.
- Articles of Incorporation.*
- 501(c)(3) status.*
- Organization Bylaws*

* Information not required if it has been submitted at least once in the last five years.

Please note that a lack of adequate financial information could result in denial of request.



January 17, 2013

City of Tigard
C/O Finance Department
13125 SW Hall Blvd.
Tigard, OR 97223

RE: Festival of Balloons Continued Increased Grant Request to the City of Tigard

Thanks to the City of Tigard and the community support for more than 28 years, the Festival of Balloons in Tigard has grown to be a premiere community event in Oregon and one of the premiere hot air balloon festivals in the Northwest. In 2012, the Festival of Balloons in Tigard celebrated its 28th Anniversary and set the path for continued growth. Event partnerships are critical to the sustainability and growth of this event, especially in this current economic climate. This year, the Festival of Balloons in Tigard, respectfully requests continued increased support from the City of Tigard, to support its efforts to showcase Tigard as the vibrant community it is -- more than just a "suburb of the Portland market".

The Festival of Balloons in Tigard is a non-profit organization dedicated to raising funds for many vital non-profit groups in Tigard, while providing a family-friendly event for the entire community. Groups benefiting from Festival funds have included: Tigard Breakfast Rotary, Tigard Lunch Rotary, American Cancer Society – Relay for Life Tigard-Tualatin, Tigard High School Boosters, Tigard High School Band Auxiliary, Tigard High School Grad Night Committee, Southside Soccer, and MANY local elementary, middle, and high schools with the Z100 promotion that we have created. The Festival of Balloons in Tigard raises approximately \$35,000 for local Tigard non-profits and local schools annually. We are VERY proud of this!

Every year, approximately 20,000 spectators, volunteers, and travelers arrive at Tigard's beautiful Cook Park to experience the amazing sight of up to twenty five hot air balloons, to shop at the craft vendor booths, to dare the rides at the area's finest carnival, listen to live music, or to root for their teams in the youth soccer tournament. Evenings of balloons glowing, food, and music, keeps the community entertained for three full days, attracting local residents who mingle among their fellow neighbors, as well as to welcome visitors to Tigard. The Festival proudly displays that Tigard is a great place to live and work.

Past funding from the City of Tigard annually has been a much-appreciated and vital resource for this event. The in-kind services of approximately \$65,000 that has been provided are essential to the functionality of this community festival. **In 2014 the Festival will celebrate 30 YEARS! To reach additional audiences with more aggressive marketing efforts, to enhance the guests' on-site experience, and due to these tough economic times where corporate sponsorship support has dwindled, the Festival of Balloons requests a \$20,000 cash grant plus the continued in-kind services support.**

In return for this increased support, the Festival of Balloons will position The City of Tigard as a major sponsor of the Festival, complete with exposure on marketing and collateral materials, as well as the incorporation of a key city message into those marketing elements, as the City requests. We will gladly address additional specific City needs and are happy to host a meeting to finalize the details. Please contact Cindy Padilla at 503.612.8204 or at cpadilla@dpnicoli.com.

Thank you for your continued support of this important community event. We look forward to celebrating our 29th Anniversary this June 21-23 at Cook Park!

Sincerely,

Cindy Padilla

Cindy Padilla
Executive Director

Tigard Festival of Balloons, Inc.
Profit & Loss
January through December 2012

	<u>Jan - Dec 12</u>
Ordinary Income/Expense	
Income	
Food & Beverage	2,791.50
Corporate Events	18,507.79
Car Show Revenue	4,009.80
Soccer Tourney Revenue	19,011.03
Balloons Revenue	1,500.00
Field Merchant Revenue	33,772.25
Admissions Revenue	32,104.97
Parking Revenue	13,600.25
Shuttle Revenue	3,006.50
Sponsorships Revenue	28,402.00
Carnival Revenue	15,000.00
5K Run Revenue	1,452.00
Total Income	<u>173,158.09</u>
Cost of Goods Sold	
Food and Beverage Costs	3,045.60
Corporate Events Costs	10,016.78
Car Show Costs	2,474.88
Soccer Tourney Costs	16,127.81
Wristband Day Costs	1,029.00
Balloon (Pilot) Costs	12,202.63
Admissions Costs	9,277.54
Parking Costs	10,133.17
Shuttle Costs	4,593.00
Total COGS	<u>68,900.41</u>
Gross Profit	<u>104,257.68</u>
Expense	
Advertising	8,677.30
Bank Fees	1,132.91
Dues & Subscriptions	100.00
Equipment Rental and Maint	187.50
Event Staff (Temp)	6,740.00
Food and Beverage	503.70
Insurance	10,497.00
Licenses, Permits, Misc Taxes	134.00
Lighting	1,164.30
Office Supplies	389.20
Mileage	109.18
Misc Expenses	157.28

Tigard Festival of Balloons, Inc.
Profit & Loss
January through December 2012

	<u>Jan - Dec 12</u>
Port-A-Potties	3,117.63
Professional Fees	43,574.81
Shirts & Clothing	533.48
Signs - Festival	1,338.91
Storage	2,784.00
Telephone & Internet	960.00
Tents and Staging	<u>14,825.75</u>
Total Expense	<u>96,926.95</u>
Net Ordinary Income	<u>7,330.73</u>
Total Other Income (Interest Earned)	4.95
NET INCOME	<u><u>7,335.68</u></u>